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## CLAIMS

What is claimed is:

- A method for automatically determining a transmitter power level, the method comprising:
  - (a) determining a noise level;
  - (b) determining a lowest value of a display dynamic range; and
- (c) setting a transmit power as a function of the noise level and the lowest value.
- 2. The method of Claim 1 wherein (a) and (b) comprise determining an excess signal-to-noise ratio and (c) comprises reducing a default transmit power by a transmit power reduction factor, the transmit power reduction factor a function of the excess signal-to-noise ratio.
- The method of Claim 2 wherein (c) comprises reducing by the transmit power reduction factor being equal to the excess signal-to-noise ratio.
- The method of Claim 1 further comprising:
  - (d) setting a gain as a function of transmit power; and
  - (e) preserving brightness based on (d) independent of user settings.
- 5. The method of Claim 1 wherein (c) comprises, in the log domain:
- (c1) calculating a difference between the noise level and the lowest value; and
  - (c2) reducing the transmit power as a function of the difference.
- 6. The method of Claim 1 wherein (a) comprises:
  - (a1) acquiring a plurality of receive samples with transmitters off; and
- (a2) determining the noise level as a function of amplitudes of the receive samples.

- 7. The method of Claim 6 wherein (a1) comprises acquiring the plurality of receive samples responsive to default imaging parameters; and wherein (a) further comprises:
- (a3) measuring an actual noise level as a function of the amplitude of the receive samples, wherein (a2) comprises predicting the noise level for current imaging parameters as a function of the actual noise level.
- The method of Claim 1 wherein (a) comprises determining the noise level from a table in response to current imaging parameters.
- The method of Claim 1 wherein (a), (b) and (c) are performed independently for each of a plurality of regions of an imaging field.
- 10. An ultrasound system for automatically determining a transmitter power level, the system comprising:
  - a transmitter responsive to a transmit power level;
- a processor is operative to set the transmit power level as a function of a noise level and a lowest value of a display dynamic range.
- 11. The system of Claim 10 wherein the processor is operative to determine an excess signal-to-noise ratio from the noise level and the lowest value and reduce a default transmit power by a transmit power reduction factor, the transmit power reduction factor a function of the excess signal-to-noise ratio, the default transmit power determined as a function of current imaging parameters.
- 12. The system of Claim 10 further comprising:
- a receive amplifier responsive to a gain, the gain being responsive to the transmit power level such that image brightness is substantially preserved independent of user settings.

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- 13. The system of Claim 10 wherein the processor is operative to, in the log domain, calculate a difference between the noise level and the lowest value, and reduce the transmit power as a function of the difference.
- 14. The system of Claim 10 further comprising:

a receiver operable to acquire a plurality of receive samples with the transmitter off:

a detector operable to determine an amplitude of the receive samples; and wherein the processor is operable to determine the noise level as a function of the amplitude of the receive samples.

15. The system of Claim 10 further comprising:

a memory having a table of noise levels;

wherein the processor is operable to determine the noise level from the table in response to current imaging parameters.

- 16. A method for automatically determining a transmitter power reduction factor in a medical ultrasound imaging system, the method comprising:
  - (a) determining an excess signal-to-noise ratio with a processor; and
- (b) determining the transmitter power reduction factor as a function of the excess signal-to-noise ratio.
- 17. The method of Claim 16 further comprising:
  - (c) displaying the transmitter power reduction factor.
- 18. The method of Claim 16 further comprising:
- (c) setting a transmitter power level as a function of the transmitter power reduction factor.
- 30 19. The method of Claim 16 further comprising:
  - (c) initiating (a) and (b) in response to user input.

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- 20. The method of Claim 16 further comprising:
- (c) recalculating a transmit power level in response to a change in an imaging parameter; and
  - (d) initiating (a) and (b) automatically in response to (c).
- 21. The method of Claim 16 wherein (a) comprises:
  - (a1) determining a noise level; and
- (a2) calculating the excess signal-to-noise ratio as a function of a difference, in the log domain, between a minimum display signal level and the noise level.
- 22. The method of Claim 21 wherein (a1) comprises:

turning a transmit power off;

acquiring a plurality of receive samples that vary in range, the receive samples free of energy from a transmit; and

determining the noise level as a function of an envelope amplitude of the receive samples.

- 23. A method for automatically determining a transmitter power reduction factor in a medical ultrasound imaging system, the method comprising:
  - (a) determining an excess power with a processor; and
- (b) determining the transmitter power reduction factor as a function of the excess power.
- 24. A method for automatically determining a transmitter power reduction factor in a medical ultrasound imaging system, the method comprising:
  - (a) iteratively reducing a transmit power;
- (b) determining a difference between a first signal at a default power level and a second signal at a power level responsive to (a);

 $\label{eq:constraint} \mbox{(c)} \qquad \mbox{selecting the transmit power wherein the difference exceeds a threshold.}$